

# MAISON & OBJET

FLASH INFO

NEW & NOW

JAN. 16-20, 2025



In the heart of a freezing winter week, Maison&Objet warmed up the decoration, design, and lifestyle sector with an exhilarating edition! Business was reinvigorated, inspiration was renewed, vibrant aisles and enthusiastic international visitors.

## VISITORS

**69 086**

Visitors

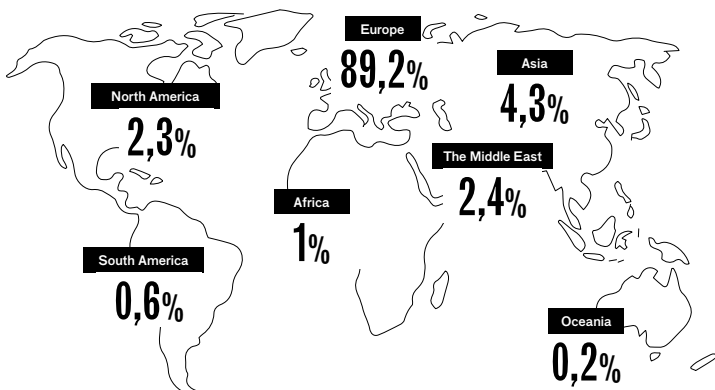
**149**

Countries represented

**38 763** — **56%**  
French visitors

**30 323** — **44%**  
International visitors

→ Breakdown by geographical area



## EXHIBITORS

**2 377**

Brands

of which  
**594**  
new ones

**964**

French brands

**1413**

International brands

**59**

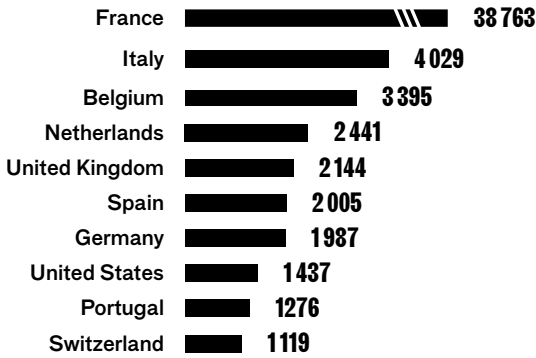
Countries represented

THEY ARE TALKING ABOUT YOU

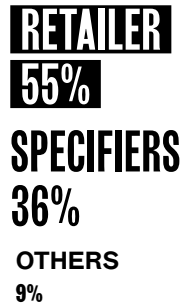
**1 185**

JOURNALISTS  
BLOGGERS  
INFLUENCERS

→ Top 10 Unique visitors



→ Breakdown by field of business



## THE TRADE FAIR

THAT'S A  
**CONTACT MULTIPLIER**



# 178 637

contacts were scanned by  
1 884 exhibitors

## THE HIGHLIGHTS OF THE FAIR

→ Curations & Solutions



**WHAT'S NEW?  
IN DECOR**

by Elizabeth Leriche



**WHAT'S NEW?  
IN RETAIL**

by François Delclaux



**WHAT'S NEW?  
IN HOSPITALITY**

by Julien Sebban, Uchronia



**FLOW  
OF FASHION**

by Daniela Leonini

→ Inspirations & Collectible



**WOMANIFESTO!**

by Faye Toogood, Designer of the Year



**CURATIO**

by Thomas Haarmann

→ Social networks

**1,1M**  
**+7%\***

**717K**  
**+1%\***

**64K**  
**+6%\***

**72K**  
**+20%\***

**29K**  
**+9%\***

\*Increase over January 2024

## MEET THE EXPERTS

### THE RETAIL COACHING

A global view of the market to predict tomorrow and adapt your future strategies, the essentials you need to know to increase customer satisfaction, valuable tips to boost sales: the retail's specialists share their expertise on the subject.

### THE TALKS

From hospitality to retail, cutting-edge solutions for interior design. From exceptional designers to an analysis of the latest trends.

The program of conferences and workshops can be found online at:

[maison-objet.com  
program](https://maison-objet.com/program)

## THEY WERE THERE...

The fair was delighted to welcome the most influential buyers, specifiers and key stakeholders in the French and international decor, design and lifestyle markets.

Accor (FR),  
Abask (GB),  
Claude Cartier  
Decoration (FR),  
Clay Concept Store (MA),  
Design By Roar (AE),  
El Palacio de Hierro (MX),  
Faye Toogood (GB),  
Fenwick (GB),  
Friedmann & Versace (FR),  
Grandpalais Rmn (FR),  
Harrods (GB),  
Moma (US),  
Mitsukoshi Ltd (JP),

Nina Magon (US),  
Rosewood Hotels  
Group (FR),  
Sam Baron (FR),  
Selfridges (GB),  
Shinsegae Inc. (KR),  
Studio Sebastian  
Herkner (DE),  
Xtra Furniture (SG),  
Zucon International  
Project Srl (IT) ...

→ [see the list](#)



## IN THE MEANTIME



**An exceptional circuit**  
From January 15-20, 100 of the finest venues in Paris invite professionals to meet within intimate showroom settings.

[maison-objet.com/in-the-city](https://maison-objet.com/in-the-city)



All year long, sell easily and directly your products to our community of European professionals.

[mom.maison-objet.com](https://mom.maison-objet.com)



## OUR NEXT RENDEZ-VOUS

MAISON&OBJET PARIS

SEPT. 04-08,  
2025

and

JAN. 15-19, 2026



SEPT. 04-13,  
2025

[maison-objet.com/paris-design-week](https://maison-objet.com/paris-design-week)